## ORDER

Orders Order / Rev: 711033 06302492 Alt Order #: AMERICANS FOR PROSP. Product Desc: WKYC Estimate: 1301 09/04/12 - 09/10/12 Flight Dates: Primary AE: Joe Knauer Sales Office: Original Date / Rev: 09/24/12 / 09/24/12 T-WAS Order Type: Political Sales Region: NAT Mentzer Media Services/ POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 600 Fairmount Ave. Suite 306 Billing Cycle: EOM/EOC Towson, MD 21286 Agency Commission: 15% Advertiser Name: **Americans For Prosperity** Demographic: A35+ New Business Thru: **Product Codes:** IS-Candidate/Presidential,IS-Candidate/ 00:15:00 Order Separation: P-4 Priority: Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID: Bill Plan Totals

Month

Totals

September 2012

# Spots

8

8

Gross Amount

\$57,000.00

\$57,000.00

Net Amount

\$48,450.00

\$48,450.00

Rating

0.00

0.00

## **Account Executives**

**End Date** 

09/10/12

# Spots

8

Gross Amount

\$57,000.00

Start Date

08/27/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Net Amount

\$48,450.00

Table   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/03/12   09/04/12   09/04/12   Tue Prime C	Lı	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	pots	Rate Pri	Rtg Type	Spots	Amount
1X PER DAY   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/03/12   09/09/12   -TWIF-   4 \$6,000.00   0.00		1 WKYC	09/04/1	2 09/07/12	M-F 6-630p	CM	6p-630p	- TWTF	1:00	4 \$	\$6,000.00 P-4	0.00 NM	4	\$24,000.00
Start Date   End Date   Weekdays   Og/09/12   Og/09/1					Channel 3 News	at 6p								
Week: 09/03/12         09/09/12         -TWTF         4 \$6,000.00         0.00           2 WKYC 09/04/12 09/04/12 1/Le Prime C Tue Prim		1X PER	DAY											
2 WKYC 09/04/12 09/04/12 Tue Prime C Tue Prime C  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/03/12 09/09/12 09/09/12 SUN TDY   CM   8a-9a		<u>Sta</u>	rt Date	End Date		Spots/Week	Rate	<u>Rating</u>						
Tue Prime C   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   09/03/12   09/09/12   09/09/12   09/09/12   O9/09/12		Week: 09/	03/12	09/09/12	- TWTF	4	\$6,000.00	0.00						
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	:	2 WKYC	09/04/1	2 09/04/12	Tue Prime C	CM	10-11p	- T	1:00	1 9	\$6,000.00 P-4	0.00 NM	1	\$6,000.00
Week:         09/03/12         09/09/12         -T         1         \$6,000.00         0.00           3         WKYC         09/09/12         09/09/12         SUN TDY         CM         8a-9a        S         1:00         1         \$6,000.00 P-4         0.00 NM         1         \$15,000.00 P-4					Tue Prime C									
3 WKYC 09/09/12 09/09/12 SUN TDY CM 8a-9aS 1:00 1 \$6,000.00 P-4 0.00 NM 1 \$6,000.00 P-4 0.00 NM NBC Today Show (Su)  Start Date End Date Weekdays Spots/Week Rate Rating 09/09/12 09/09/12 09/09/12 09/09/12 NFL Regular Season Fo@M NFL FootballS 1:00 1 \$15,000.00 P-4 0.00 NM 1 \$15,000		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
NBC Today Show (Su)		Week: 09/	03/12	09/09/12	- T	1	\$6,000.00	0.00						
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   09/03/12   09/09/12   09/09/12   09/09/12   NFL Regular Season Fo@M   NFL Football  S   1:00   1\$15,000.00 P-4   0.00 NM   1   \$15,000.00 NFL Football   (8:15 PM-11:30 PM)	;	3 WKYC	09/09/1	2 09/09/12	SUN TDY	CM	8a-9a	5	5 1:00	1 :	\$6,000.00 P-4	0.00 NM	1	\$6,000.00
Week:         09/03/12         09/09/12        S         1         \$6,000.00         0.00           4         WKYC         09/09/12         09/09/12         NFL Regular Season Fo@M         NFL Football        S         1:00         1\$15,000.00 P-4         0.00 NM         1         \$15,000.00           NFL Football         (8:15 PM-11:30 PM)         Week: 09/03/12         Weekdays         Spots/Week         Rate         Rating           Week: 09/03/12         09/09/12        S         1\$15,000.00         0.00           5         WKYC         09/10/12         09/10/12         M-F 6-630p         CM         6p-630p         M         1:00         1         \$6,000.00 P-4         0.00 NM         1         \$6,000.00		NBC Today Show (Su)												
4 WKYC 09/09/12 09/09/12 NFL Regular Season Fo@M         NFL Football NFL Football NFL Football (8:15 PM-11:30 PM)         1 \$15,000.00 P-4         0.00 NM         1 \$6,000.00 P-4         0.00 NM         0.00 NM         0.00 NM         0.00 NM		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
NFL Football   (8:15 PM-11:30 PM)     Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	,	Week: 09/	03/12	09/09/12	S	1	\$6,000.00	0.00						
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/03/12         09/09/12        S         1\$15,000.00         0.00           5 WKYC 09/10/12 09/10/12         M-F 6-630p         CM 6p-630p         M         1:00         1 \$6,000.00 P-4 0.00 NM         1 \$6,000.00 P-4 0.00 NM           Channel 3 News at 6p		4 WKYC	09/09/1	2 09/09/12	NFL Regular Sea	son Fo@M	NFL Footba	ıll	5 1:00	1 \$ <sup>7</sup>	15,000.00 P-4	0.00 NM	1	\$15,000.00
Week:       09/03/12       09/09/12      S       1\$15,000.00       0.00         5       WKYC       09/10/12       09/10/12       M       1:00       1 \$6,000.00 P-4       0.00 NM       1 \$6,000.00 P-4         Channel 3 News at 6p	NFL Football (8:15 PM-11:30 PM)													
Week:       09/03/12       09/09/12      S       1\$15,000.00       0.00         5       WKYC       09/10/12       09/10/12       M-F 6-630p       CM       6p-630p       M       1:00       1 \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM       1       \$6,000.00 P-4       0.00 NM		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Channel 3 News at 6p	,	Week: 09/	03/12	09/09/12	S	19	\$15,000.00							
·	- ;	5 WKYC	09/10/1	2 09/10/12	M-F 6-630p	CM	6p-630p	M	1:00	1 5	\$6,000.00 P-4	0.00 NM	1	\$6,000.00
Start Date End Date Weekdays Spots/Week Rate Rating		Channel 3 News at 6p												
		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/10/12 09/16/12 M 1 \$6,000.00 0.00	,	Week: 09/	10/12	09/16/12	M	1	\$6,000.00							